



Bryan Norcross, President & CEO

January 31, 2008

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: The Commercial Mobile Alert System- PSHSB Docket No. 07-287

Dear Members of the FCC:

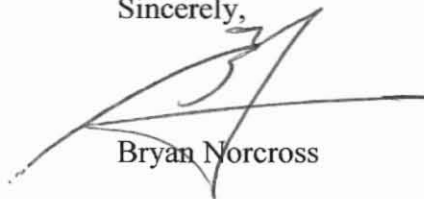
I am writing in reference to PSHSB Docket No. 07-287 and to express my support of ALERT FM, an FM-based alert and single-to-multipoint messaging system that delivers targeted information via FM radio signals.

As the President and CEO of America's Emergency Network – a system that will collect and distribute emergency bulletins created by local emergency managers – I understand the national need for ALERT FM, which has capabilities that no other deployed or proposed system offers. America needs the most robust and reliable back-up communications system possible for use during emergencies.

Florida has been a model for EAS-Amber Alert and hurricane response. The ALERT FM system provides an additional means to alert any community or group of people, no matter the population. In addition, ALERT FM messages reach the entire population instantly, eliminate costly notification delays.

I trust the FCC will encourage all manufacturers and distributors of cellular phones and PDA's to include the capability to receive and display FM-delivered emergency text messages to their customers.

Sincerely,



Bryan Norcross

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